

BEFORE THE COMMONWEALTH OF KENTUCKY  
PUBLIC SERVICE COMMISSION

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PUBLIC SERVICE  
COMMISSION

In the Matter of:

APPLICATION OF THE NORTH AMERICAN	)	
NUMBERING PLAN ADMINISTRATOR, ON	)	ADMINISTRATIVE
BEHALF OF THE KENTUCKY	)	CASE NO.
TELECOMMUNICATIONS INDUSTRY, FOR	)	2010-00129
RELIEF OF THE 270 NUMBERING PLAN AREA	)	

**PROPOSED EDUCATION PLAN FOR LDMI TELECOMMUNICATIONS, INC., NETWORK TELEPHONE CORP., PAETEC COMMUNICATIONS, INC., TALK AMERICA, INC., THE OTHER PHONE COMPANY, US LEC OF TENNESSEE, LLC, WINDSTREAM COMMUNICATIONS, INC., WINDSTREAM KDL, INC., WINDSTREAM KENTUCKY EAST, LLC, WINDSTREAM KENTUCKY WEST, LLC, WINDSTREAM NORLIGHT, INC., WINDSTREAM NTI, INC., AND WINDSTREAM NUVOX, INC.**

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LDMI Telecommunications, Inc., Network Telephone Corp., PAETEC Communications, Inc., Talk America, Inc., The Other Phone Company, US LEC of Tennessee, LLC, Windstream Communications, Inc., Windstream KDL, Inc., Windstream Kentucky East, LLC, Windstream Kentucky West, LLC, Windstream Norlight, Inc., Windstream NTI, Inc., AND Windstream NuVox, Inc. (together, "Windstream") hereby submit their customer education plans to the Kentucky Public Service Commission ("Commission").

Windstream's August 2013 customer invoices will include color bill inserts substantially in the form of Exhibit A, attached hereto. Windstream believes that waiting until permissive dialing has actually commenced for the mailing of such information will best further customer education because customers will be able to avail themselves immediately of the permissive dialing, eliminating a potentially confusing period in which customers have been notified, but cannot take any action nor have any need to prepare for short-term action.

In January 2014, Windstream will remind its customers about the upcoming mandatory dialing deadline. In Windstream's January 2014 invoices, Windstream will include color inserts substantially in the form of Exhibits B, attached hereto.

Respectfully submitted,



Edward B. Krachmer  
Sr. Regulatory Counsel  
Windstream  
4001 Rodney Parham Rd.  
Little Rock, AR 72212  
(501) 748-5777

February 14, 2013

## CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing has been served by first class mail on those persons whose names appear below this 14<sup>th</sup> day of February, 2013:

Stephen P. Jones II  
Ballard Rural Telephone Cooperative  
Corporation  
159 W. 2nd S.  
P.O. Box 209  
LaCenter, KY 42056-0209

Mary K. Keyer  
BellSouth Telecommunications, LLC  
601 W. Chestnut St.  
4th Floor East  
Louisville, KY 40203

Deborah Prather  
Communications Venture Corporation  
5312 West Washington Center Road  
Fort Wayne, IN 46818

Thomas E Preston  
Duo County Telephone Cooperative  
Corporation  
P.O. Box 80  
Jamestown, KY 42629

Greg A. Hale  
General Manager/Executive VP  
Logan Telephone Cooperative, Inc.  
10725 Bowling Green Road  
P.O. Box 97  
Auburn, KY 42206

Kimberly Wheeler Miller  
Neustar, Inc.  
1775 Pennsylvania Ave. N.W., 4th Fl.  
Washington, DC 20036

Nancy J. White, CEO  
North Central Telephone Cooperative, Inc.  
872 Highway 52 By-Pass E  
P.O. Box 70  
Lafayette, TN 37083-0070

Stephen T. Rudd  
President  
Ruddata Corporation  
523 South 3rd St.  
Paducah, KY 42003

Susan J. Berlin, Counsel, Regulatory Affairs  
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3065 Akers Mill Rd. SE, 7th Floor  
Atlanta, GA 30339

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2000 PNC Plaza  
500 W. Jefferson St.  
Louisville, KY 40202-2828



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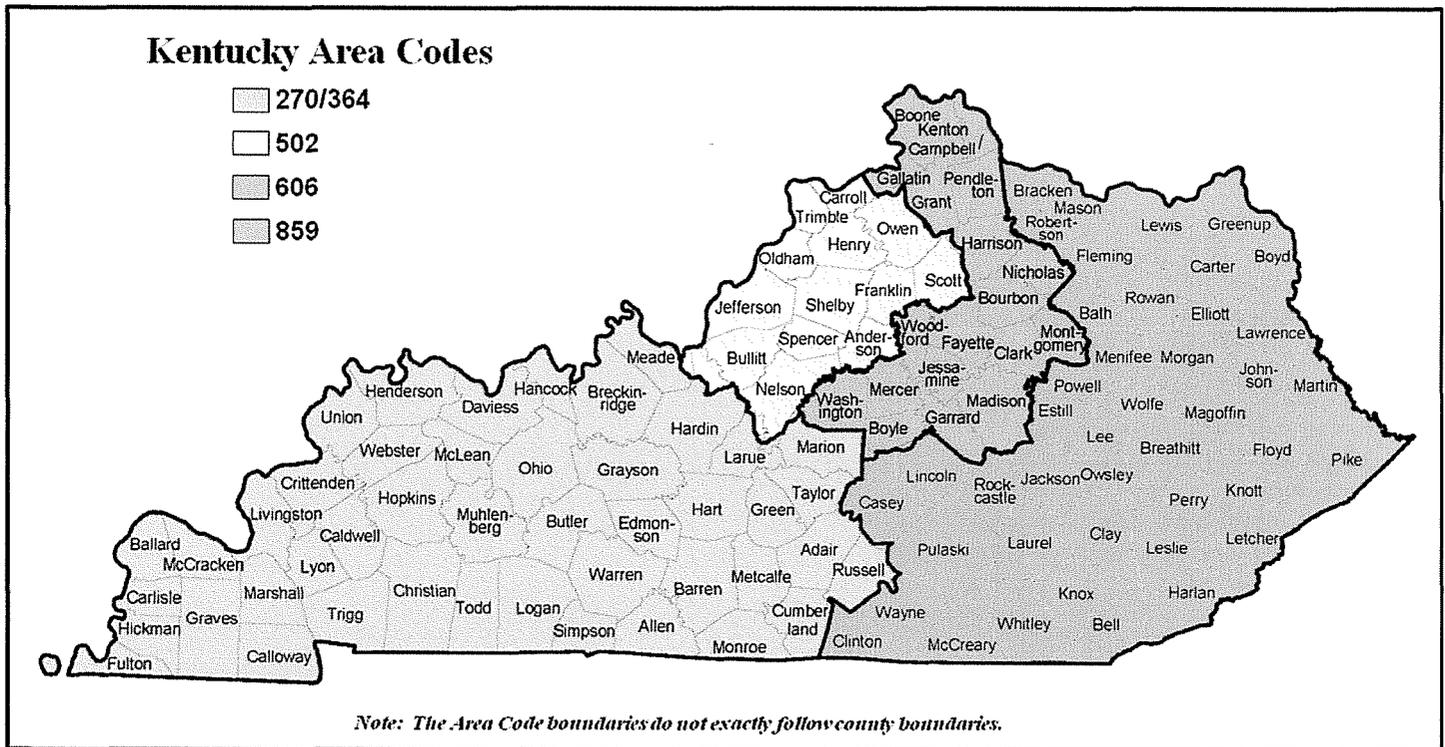
# **Exhibit A**

## New Kentucky 364 Area Code Will Share the Existing 270 Area Code Region

To accommodate the need for additional telephone numbers in the geographic area served by the 270 Area Code, the Kentucky Public Service Commission has approved the addition of the new 364 Area Code to cover the same geographical area as the 270 Area Code.

### How will this affect me?

No one with a 270 Area Code will need to change their existing phone number when the 364 Area Code is introduced. However, anyone with a 270 or 364 telephone number will need to dial the Area Code followed by the 7-digit telephone number for all local calls, including calls with the same Area Code. The 270/364 geography covers the south eastern portion of Kentucky and serves communities such as Arlington, Bardwell, Bee Spring, Bowling Green, Bradsfordsville, Brownsville, Burkesville, Calvert City, Campbellsville, Carneyville, Cecilia, Clarkson, Columbia, Columbus, Elizabethtown, Glasgow, Greensburg, Hodgenville, Lebanon, Leitchfield, Loretto, Mammoth Cave, Milburn, Park City, Smithland, Smiths Grove, South Hardin, Tompkinsville, and Uniontown. Please see the map below for an outline of the 270/364 Area Code region.



### When will the 364 Area Code be Effective?

Customers seeking new telephone numbers in the affected region may be assigned the new 364 Area Code as early as March 3, 2014.

**What is the dialing change?**

Because of the addition of the new 364 Area Code, anyone with a 270 or 364 telephone number will be required to dial 10-digits (Area Code + 7-digit phone number) when making local calls. Long-distance calls will require 1+10-digit dialing, and Operator assisted calls will require 0+10-digit dialing.

**Kentucky Area Code 270/364 Dialing Plan**

Type of Call	Calling to	How to Dial Calls
Local Calls	All Area Codes, including within 270 and 364	10-digits (Area Code + XXX-XXXX)
Toll Calls	All Area Codes	1+10-digits (1+Area Code + XXX-XXXX)
Operator Calls credit card, collect, third party	All Area Codes	0+10-digits (0+Area Code + XXX-XXXX)

**When will the changes go into effect?**

- Beginning August 3, 2013, you should begin dialing all local calls with 10-digits (Area Code+ 7-digits). This also applies to local calls both within the 270 Area Code, and to local calls from the 270 Area Code to nearby Area Codes.
- As of February 1, 2014, you **must** dial 10-digits to complete all local calls. If you don't dial all 10-digits, your call will not complete.

**What needs to change?**

- You will need to dial 10-digits (Area Code+ 7-digit phone number) for every local call, including calls within the same Area Code and to nearby Area Codes.
- You may need to reprogram or upgrade your equipment to accommodate the new dialing procedure if you use specialized communications equipment like a PBX, electronic telephone sets, auto-dial systems or multi-line key systems. Customers may see changes in the display screen on their phone sets based upon their particular type of device.
- Some automatically dialed calls may require reprogramming to include the new dialing procedure using 10-digits. These calls may include life safety systems, fax machines, Internet dial-up numbers, alarm and security systems, speed dialers, call forwarding settings, voicemail services, and similar functions. Remember that you need to dial a "1" if these numbers are long distance.
- Check your internet websites, business stationery, advertising materials, personal checks, contact information, ID tags and other items that include your telephone number to make sure the Area Code is included.

**What will remain the same?**

- Your telephone number, which includes your Area Code, will remain the same.
- The price of a call, local and long-distance calling areas, and other rates and services will not change as a result of the new Area Code. What is a local call now will remain a local call regardless of the number of digits dialed.
- You will continue to dial just three digits to reach 911.
- If 211, 311, 411, 511, 611, 711 and 811 are currently available for services in your community, you will continue to dial them with just three digits.

**Questions?**

If you have any questions regarding the information provided in this notice, please call Windstream at 1-800-347-1991 or visit the Kentucky Public Service Commission website <http://psc.ky.gov/>

## **Exhibit B**

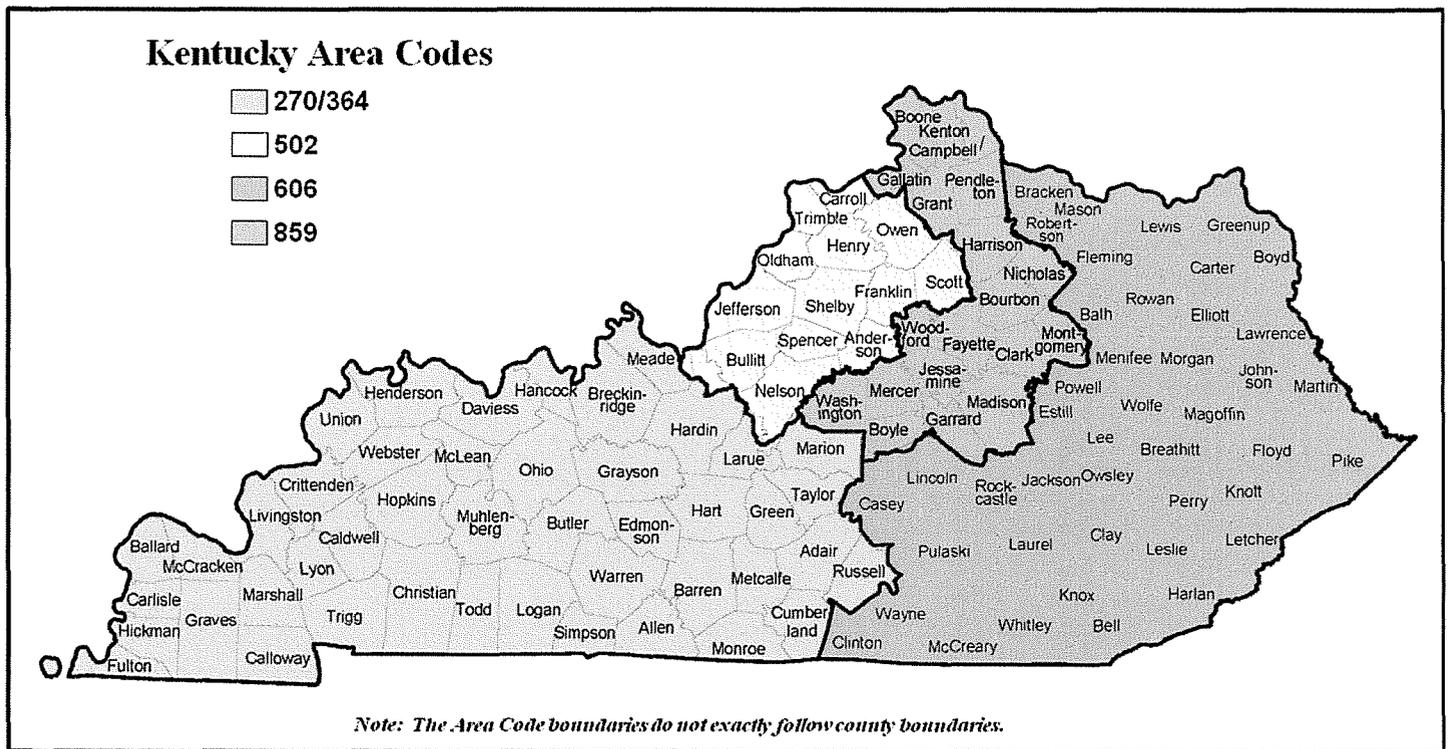
# ALL CUSTOMERS WITHIN THE 270 AREA CODE MUST DIAL AREA CODE + TELEPHONE NUMBER FOR ALL LOCAL CALLS BEGINNING FEBRUARY 1, 2014

***What is the new Dialing Procedure?***

To complete local calls, the new dialing procedure requires callers within the 270 area code to dial the full 10-digit telephone number. Please see the chart for further information on dialing procedures beginning on February 1, 2014.

***When will the change be Mandatory?***

Beginning February 1, 2014, you **MUST** use the new dialing procedure for all local calls. After this date, if you do not use the new dialing procedures, your call will not be completed, and a recording will instruct you to hang up and dial again using the area code and telephone number. All customers should begin using the new dialing procedures before February 1, 2014.





## Kentucky Area Code 270/364 Dialing-At-A-Glance

Type of Call	Calling to	How to Dial Calls
Local Calls	All Area Codes, including within 270 and 364	10-digits (Area Code + XXX-XXXX)
Long Distance/Toll Calls	All Area Codes	1+10-digits (1+Area Code + XXX-XXXX)
Operator Calls credit card, collect, third party	All Area Codes	0+10-digits (0+Area Code + XXX-XXXX)

### Why is the Change Necessary?

To ensure a continuing supply of telephone numbers, the 364 area code has been added to the geographic region served by the 270 Area Code. This is called an Area Code Overlay. Since two Area Codes now serve the same geographic region, the Area Code must be used when dialing any telephone number – including calls within the same area code. Beginning March 3, 2014, new telephone lines or services may be assigned numbers within the new 364 Area Code

### What Will You Need to Do?

In addition to changing your dialing procedures, all services, automatic dialing equipment, or other types of equipment that are programmed with a 7-digit telephone number will need to be reprogrammed to use the new dialing procedures. Some examples are life safety systems, fax machines, internet dial-up numbers, alarm and security systems, speed dialers, mobile phone contact lists, call forwarding settings voicemail services and similar functions. Be sure to check your website, business stationery, advertising materials, personal checks, contact information, and your pets or personal ID tags to ensure the Area Code is included.

### What will remain the same?

- Your telephone number, which includes your Area Code, will remain the same.
- The price of a call, local and long-distance calling areas, and other rates and services will not change as a result of the overlay.
- What is a local call now will remain a local call regardless of the number of digits dialed.
- You will continue to dial just three digits to reach 911.
- If 211, 311, 411, 511, 611, 711 and 811 are currently available for services in your community; you will continue to dial them with just three digits.

### Questions?

If you have any questions regarding the information provided in this notice, please call Windstream at 1-800-347-1991 or visit the Kentucky Public Service Commission website <http://psc.ky.gov/>